



HBA NewsLine

2010 Advertising Rates

Be part of this joint partnership of the Home Builders Association of Greater Cincinnati and Cox Ohio Media

Advertising Sizes and Rates

Back Cover Bleed	8.5" X 7.75"	\$650
Inside Cover Bleed	8.5" X 11.13"	\$525
Inside Back Cover Bleed	8.5" x 11.13"	\$525
Full Page Bleed	8.5" x 11.13"	\$425
Full-Page Non-Bleed	7.63" x 10.13"	\$425
Half Page	7.63" X 5"	\$250
Quarter Page	3.68" X 5"	\$175
Eighth Page	3.68" X 2.5"	\$125

- All rates are net per issue and are based upon a 6x contract commitment.
- All advertising is four-color process (CMYK), 300 dpi images.
- Ad materials not received on deadline will result in publication of previous ad material submitted.
- Approved advertising submissions must be supplied in PDF format via www.sendyourad.com (submission details on back).
- Ads will be billed by Cox Ohio Media upon publication date with 20 days net accounts payable terms.



Working For You

DAYTON DAILY NEWS | SPRINGFIELD NEWS-SUN | HAMILTON JOURNALNEWS | THE MIDDLETOWN JOURNAL
 FAIRFIELD ECHO | THE PULSE-JOURNAL | THE WESTERN STAR | THE OXFORD PRESS

TARGETED PRINT & ONLINE PRODUCTS | COMMERCIAL PRINT | DIRECT MAIL | ONLINE AD SERVICES

SendYourAd Instructions

REQUIREMENTS:

We prefer to receive digital advertising material. In the case you are providing us with traditional camera ready art (in place of digital) there will be a \$25 scan fee per advertisement.

Sending Digitally:

Send us your ad over the Internet by accessing www.sendyourad.com. This will provide you with an order form and simple instructions for attaching your ad and its accompanying files.

- Choose direct Mail/Commercial Print
- Choose rep: Mary Mikalas
- Type "Cincinnati HBA Publication Ad" in the copyline

We accept multiple formats (e.g. Acrobat PDF, EPS, TIFF); however, PDF is the requested — format. **CMYK for color.**

Advertiser Information	
Advertiser/Agent (who ad is being placed for):	<input type="text" value="business inc."/>
Company (sender):	<input type="text" value="an agency"/>
Your Name:	<input type="text" value="mickey mouse"/>
Ad Type:	<input type="text" value="Retail"/>
Phone Number:	<input type="text" value="867.5309"/>
E-mail Address:	<input type="text" value="@youremail.com"/>
Ad/Image Information	
First Run Date:	Month: <input type="text" value="Aug"/> Day: <input type="text" value="15"/>
Beginning with our publication on Tuesday January 27, 2009 the mechanical sizes of our newspaper display ads are changing. Click here to view our new sizes	
Select Your Publishing Newspaper	<input type="text" value="Direct Mail/Commercial Printing"/>
Sales Rep Name:	<input type="text" value="Mary Mikalas"/>
Key Word / Caption:	<input type="text" value="Cincinnati HBA publication"/>

If you would like more information on how your company can send ads electronically, call the Publishing Operations Department at (937) 225-2059 or visit our Electronic Ads Web site at www.sendyourad.com.

Publication Dates & Deadlines

2010 Mail Date	Ad Deadline
Jan. 25	Jan. 4
March 22	March 1
May 24	May 3
July 26	July 2
Sept. 27	Sept. 3
Nov. 29	Nov. 1



- Call Mary Mikalas, Cox Ohio Media Consultant today at: 937.225.2040 or by email at: mmikalas@coxohiomedia.com
- www.CoxOhioMedia.com

